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## ABSTRACT

An extensive campaign was conducted through community organizations to inform Spanish-surnamed individuals about careers in podiatric medicine using a brochure containing a postage-paid return postcard. All organizations known to be reasonably active in the health careers and Spanish-surnamed field were contacted and asked to participate in distributing the brochure. Individuals returning the postcard were sent a copy of "Podiatry Education" and "College of Podiatry Admission Test" (CPAT). In addition, each respondent was given the name and address of the nearest college of podiatric medicine and the name of a contact person. The contact person, in turn, was provided with the respondent's name and address. When it became apparent that the initial effort was not producing hoped-for results, a strenuous mail and telephone follow-up campaign was launched. A total of 41,300 brochures were distributed. Ninety cards were returned, 32 of which were from Spanish-surnamed individuals. Despite the "disappointing response rate", it should be noted that: 29 Spanish-surnamed individuals took the CPAT during the period following the brochure's initial mailing as compared to 8 in the period prior to the mailing; in 1973-74, 22 Spanish-surnamed individuals applied to the 5 colleges of podiatric medicine as compared to 6 in 1972; and in 1973-74, 10 Spanish-surnamed students were enrolled in the colleges as compared to 5 in 1972. (NQ)

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# American Podiatry Association

Louis G. Buttell  
Director of Public Affairs



## FINAL REPORT

### Basic Contract Information

American Podiatry Association (Contractor)  
20 Chevy Chase Circle, N.W.  
Washington, D. C. 20015

Contract No. N01-PE-24277

"Developing and Conducting Program for the  
Recruitment of Spanish-surnamed Minorities for  
Careers in Podiatric Medicine"

Expiration Date--May 31, 1974

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#### I. Activities accomplished during performance of the project.

Major activities planned for and conducted under the contract, from its effective date, June 15, 1972, consisted of:

- A. Preparing, conducting, and following up the meeting of the Ad Hoc Advisory Committee specified in Paragraph B 3 of article 1, Scope of the Work. The meeting was held in conjunction with the 60th Annual Meeting of the American Podiatry Association in Boston, July 27 - August 1, 1972. A copy of a report of the meeting of the Ad Hoc Advisory Committee, including a list of organizations represented, is attached.
- B. Reviewing and revising copy of art work on the brochure referred to in Paragraph B 1, article 1, of the Scope of Work. This included a complete change in the art work to better reflect the copy content and to more effectively reach the desired audience.
- C. Preparing and submitting camera-ready copy for printing by the Government Printing Office in accordance with Paragraph B 2, article 1, of the Scope of Work.

[1974]

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- D. Sending an introductory letter to organizations inviting them to participate in the project. Included were state societies of the American Podiatry Association, the American Podiatry Students Association, the Women's Auxiliary, state Health Career Councils, and Spanish-surnamed organizations. In addition to explaining the project, this letter asked the organizations how many copies of the brochure they could usefully distribute.
- E. Sending news releases and public service spots to news publications and stations reaching Spanish-surnamed audiences.
- F. Distributing the brochures to participating organizations.
- G. Providing respondees with additional information on careers in podiatry and referring them to nearby colleges.
- H. Conducting follow-up activities aimed at improving response rate.
- I. Evaluating the program and making recommendations for future recruiting efforts.

## II. Methods used for the distribution of the recruitment materials.

Following receipt of the brochures from the Government Printing Office and responses from participating organizations, the initial mailing of brochures was made.

In the period June 1, 1973 through December 1, 1973, approximately 20,000 copies of the brochures were distributed. A total of 51 responses, 11 of them from Spanish-surnamed individuals, was received. Each individual who returned the prepaid postcard attached to the brochure received an acknowledgment and two brochures, "Podiatry Education" and "College of Podiatry Admission Test" (CPAT). They were also furnished with the name of the nearest college of podiatric medicine and an appropriate contact person. A copy of the letter containing this information was also sent to the contact person at the college.

In an effort to stimulate more responses, a part-time clerical person was retained to do a systematic follow-up. This included a letter to all of the organizations originally contacted and was followed a week later by a telephone call. The organizations were asked if they had received copies of the brochure, if they had problems with distribution, if they needed additional copies, and if they received any direct responses.

As a result of this first follow-up, the supply of Spanish language brochures was exhausted, and an additional 6,000 English copies were mailed to participating organizations.

Following the submission of the January 15, 1974 report and a meeting with the Project Officer, a second follow-up campaign was embarked upon. This campaign involved the services of a clerk typist who worked 144 hours over a period of eight weeks under the supervision of the Project Director. During this period, the following activities were conducted:

A. Follow-up activities.

1. After updating lists and verifying names and addresses, follow-up letters were sent to major organizations participating in the brochure distribution project.
2. Recipients of this mailing were contacted individually by telephone after a period of two weeks.
3. Mailings were made to additional groups thought to be active with Spanish-surnamed populations. This mailing went primarily to organizations listed in the new "Directory for Reaching Minority Groups," published by the Bureau of Apprenticeship and Training, Manpower Administration, U.S. Department of Labor.
4. Additional miscellaneous activities included sending information in response to return postcards, answering letters from participating organizations, and assembling information for the Final Report.
5. Specific examples of follow-up activities are:
  - a. Mailings to 92 organizations listed in the "Directory for Reaching Minority Groups." Result: One request for 100 additional brochures.
  - b. Mailing to seven offices of National Chicano Health Organization. Result: Three responses for a total of 900 additional brochures.
  - c. Telephone calls to representative of American Podiatry Students Association. Result: Request for 3400 additional brochures.

- d. Mailing and telephone calls to 21 State Health Career Councils. Result: Requests for 4510 additional brochures.
  - e. Mailing and telephone calls to five colleges of podiatric medicine. Result: Requests for 1100 additional brochures.
  - f. Mailing and telephone calls to representatives of the Ad Hoc Committee. Result: Requests for 1980 additional brochures.
- 2. Two written 30-second radio public service spots were re-sent to 133 radio stations who do a significant portion of their broadcasting in Spanish.
  - 3. A news release was re-sent to 17 Spanish-language newspapers.

B. Distribution of brochures.

A total of 41,300 brochures was distributed during the course of the project.

C. Responses.

Ninety postcards were returned requesting further information on podiatry, 32 from Spanish-surnamed individuals. As indicated earlier in this Report, individuals returning the postage-paid card were sent a copy of the booklet, "Podiatry Education," giving comprehensive information on the podiatric educational system; and the Colleges of Podiatry Admission Test brochure, giving details about the pre-entrance testing program.

In addition, each respondent was given the name and address of the nearest college of podiatric medicine and the proper person to contact about possible enrollment. The contact person, in turn, was provided with the name and address of the respondent.

III. Problems encountered and how they were resolved.

- A. A major difficulty, as indicated in the "Report of the Ad Hoc Committee," was the development of a mechanism for recording and responding to inquiries. The remedy proposed and adopted was the inclusion of a returnable postage-paid

card in the brochure, so that the majority of responses would be directed to the Headquarters of the American Podiatry Association, permitting Association Headquarters to supply the respondent with additional information material and to encourage two-way contact between the respondent and the nearest college of podiatric medicine.

- B. A later difficulty was the lack of reporting by the participating organizations. This was remedied by the follow-up procedures detailed elsewhere in this report.
- C. The plan for developing and distributing the brochures and the mechanics for responding to the return postcard were considered adequate. The lack of response by potential students may be attributable to inadequate follow-up at the local level. Given the funds available, the Project Director was unable to construct a program which could have included participation in local career days and health fairs and the involvement of local podiatrists as resource persons.

IV. An evaluation of the documented effectiveness of the project in accomplishing the original objectives of the contract.

- A. Within the limitations of a modest budget, an extensive campaign was conducted through community organizations to inform Spanish-surnamed individuals about careers in podiatric medicine through the medium of a three-color brochure containing a postage-paid return postcard.
- B. All organizations known to be reasonably active in the health careers and Spanish-surnamed field were contacted and asked to participate in the distribution of the brochure.
- C. When it became apparent that the initial effort was not producing hoped-for results, a strenuous mail and telephone follow-up campaign was launched.
- D. Despite efforts cited in A, B, and C above, the response is considered disappointing.
- E. Of the 50,000 brochures printed, 41,300 were distributed to participating organizations. As of the date of this Report, 90 return cards were received at American Podiatry Association Headquarters. Of these, 3 were from Spanish-surnamed individuals, and 59 were from non-Spanish-surnamed individuals.

F. Despite the disappointing response rate, the following should be noted:

1. Twenty-nine Spanish-surnamed individuals took the CPAT during the period following the initial mailing of the brochure, as compared to 8 individuals in the period prior to the mailing of the brochure.
2. In 1972, six Spanish-surnamed students applied to the five colleges of podiatric medicine. In 1973 and 1974, a total of 22 Spanish-surnamed individuals applied to the five colleges.
3. In 1972, five Spanish-surnamed individuals were enrolled in the colleges of podiatric medicine. In 1973-1974, a total of ten Spanish-surnamed students was enrolled in the colleges.

V. Recommendations.

- A. Any future programs designed to recruit Spanish-surnamed students for careers in podiatric medicine should be sufficiently funded to allow for a high degree of personal contact by podiatrists at the local level.
- B. There should be a higher degree of direct involvement by the colleges of podiatric medicine.
- C. There should be greater involvement by the major Spanish-surnamed organizations.
- D. Consideration should be given for special financial incentives to attract Spanish-surnamed students to the colleges of podiatric medicine.

VI. Appended items of interest (appended to first copy only).

- A. List of contacted organizations, radio stations and newspapers.
- B. Radio spot.
- C. News release.
- D. Final follow-up letters.